

Method 1 - Babbitt Score

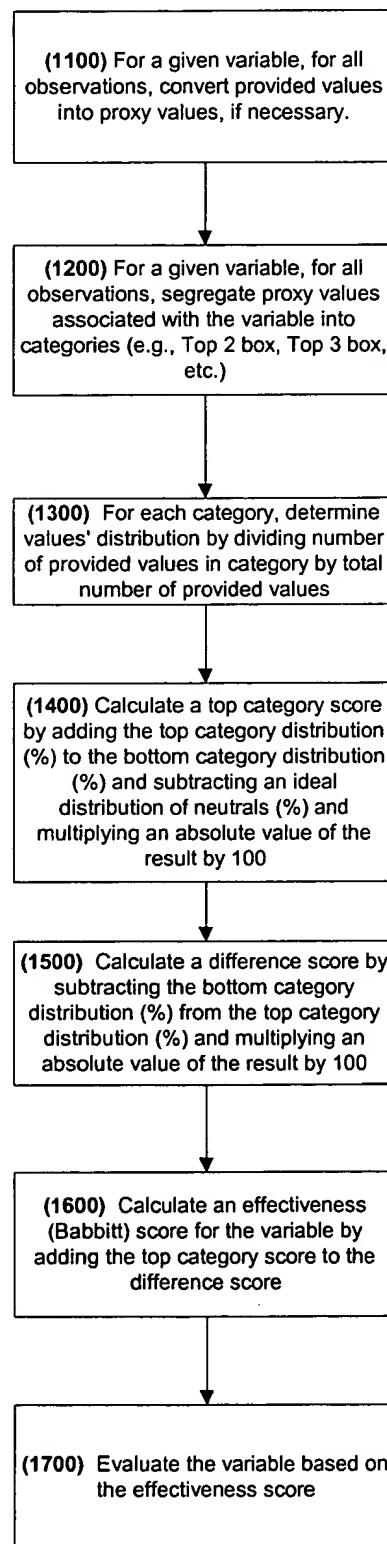


Fig. 1

Method 2 - Bestfit Clustering

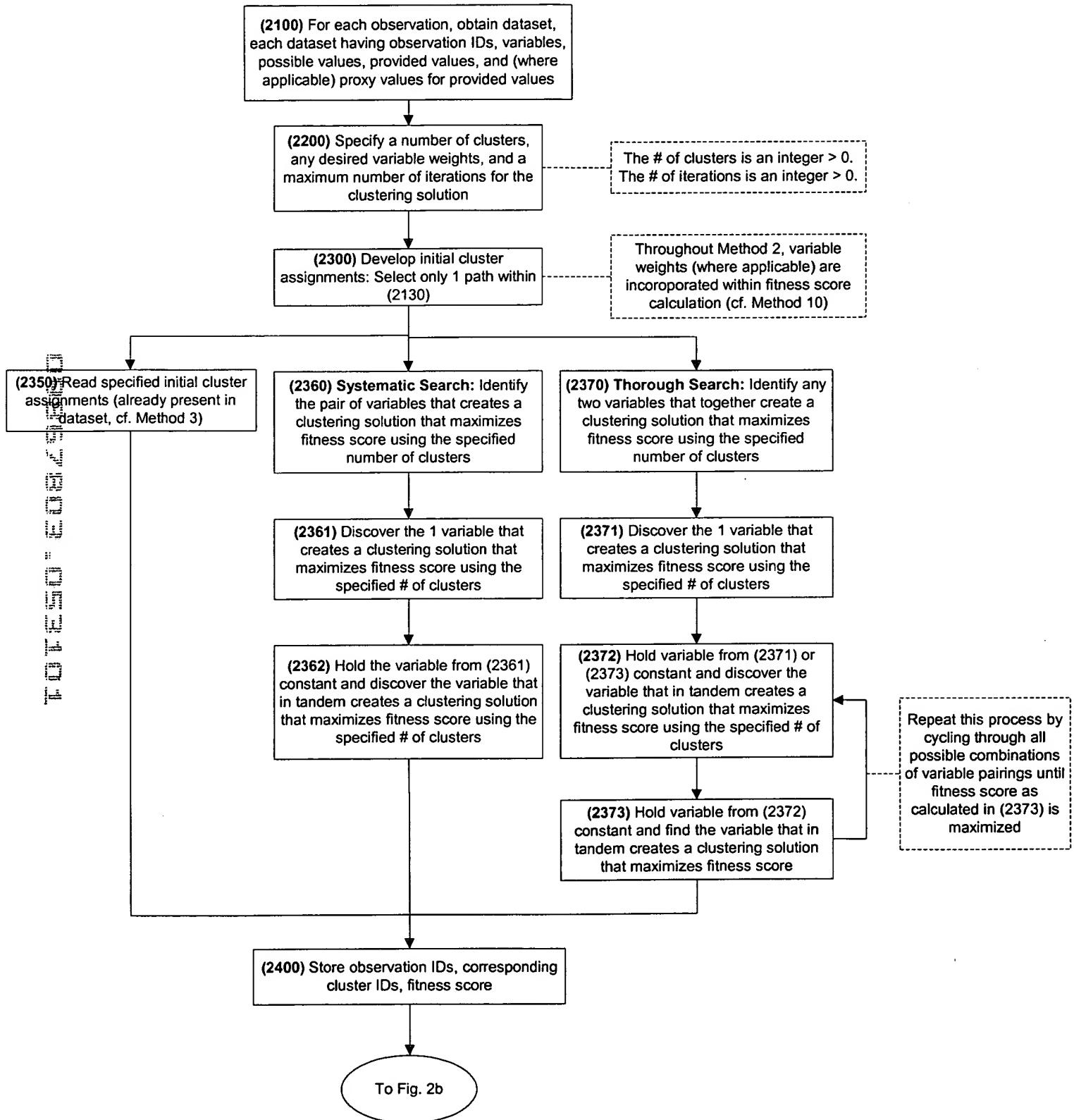


Fig. 2a

Method 2 - Bestfit Clustering - Continued

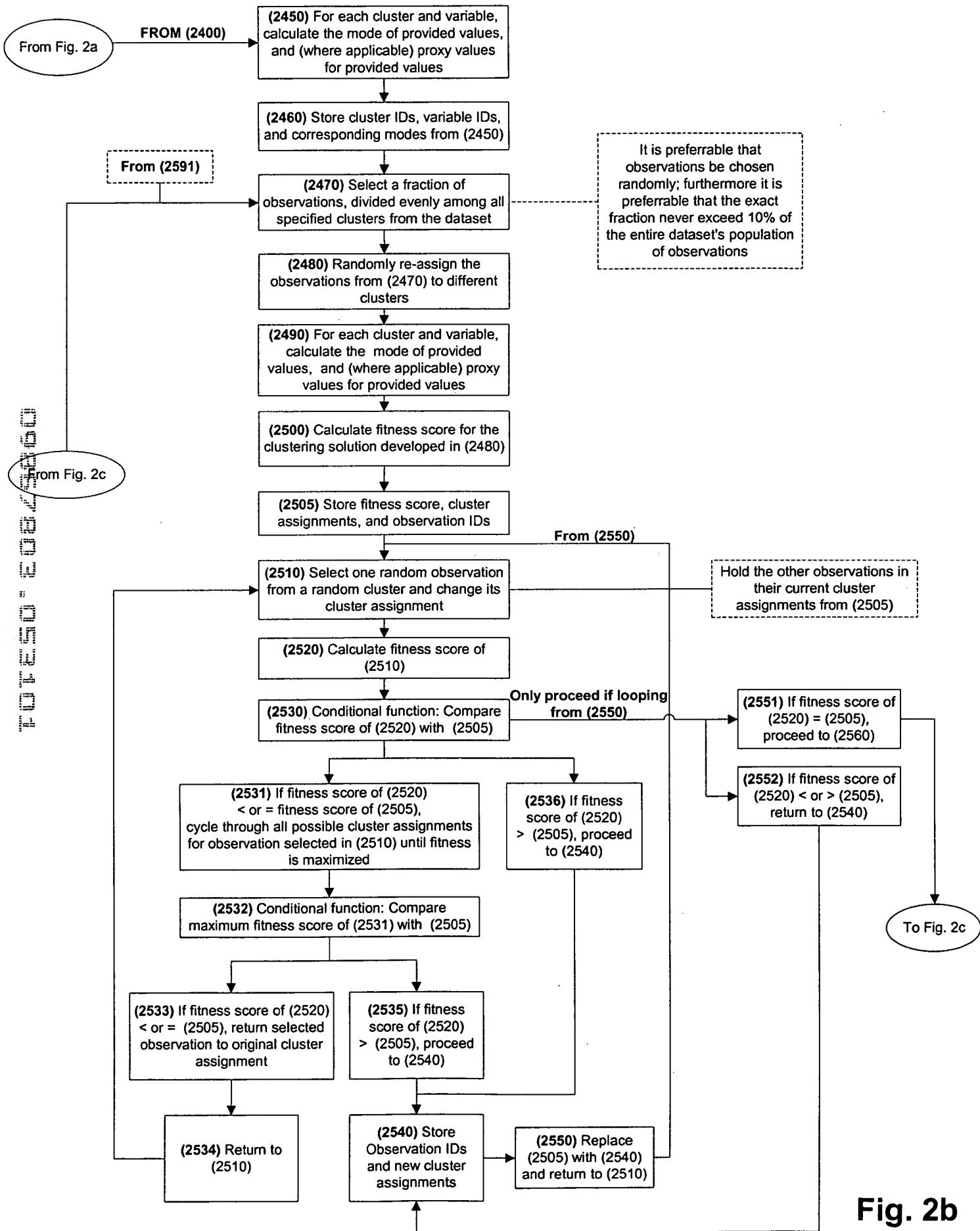


Fig. 2b

Method 2 - Bestfit Clustering - Continued

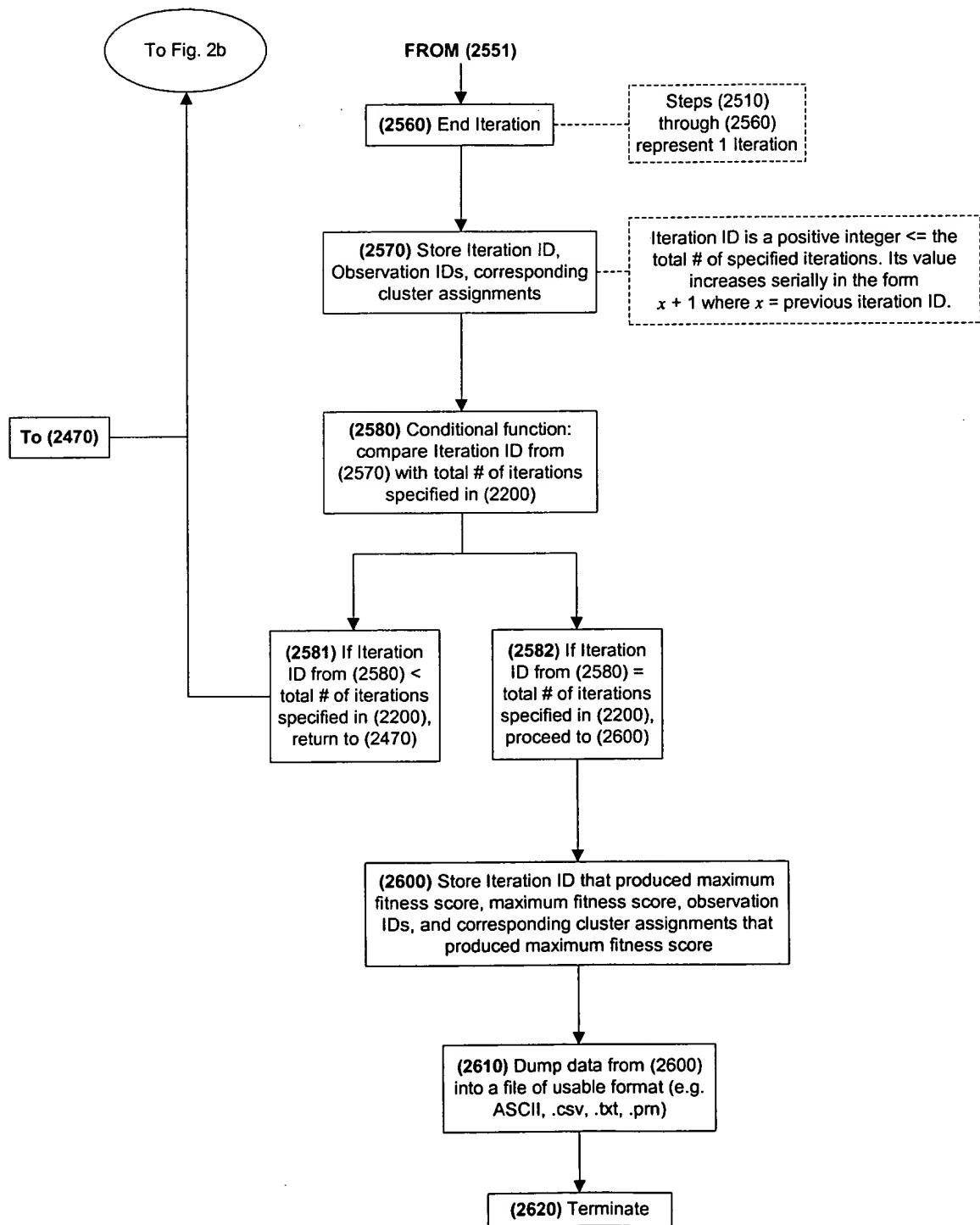
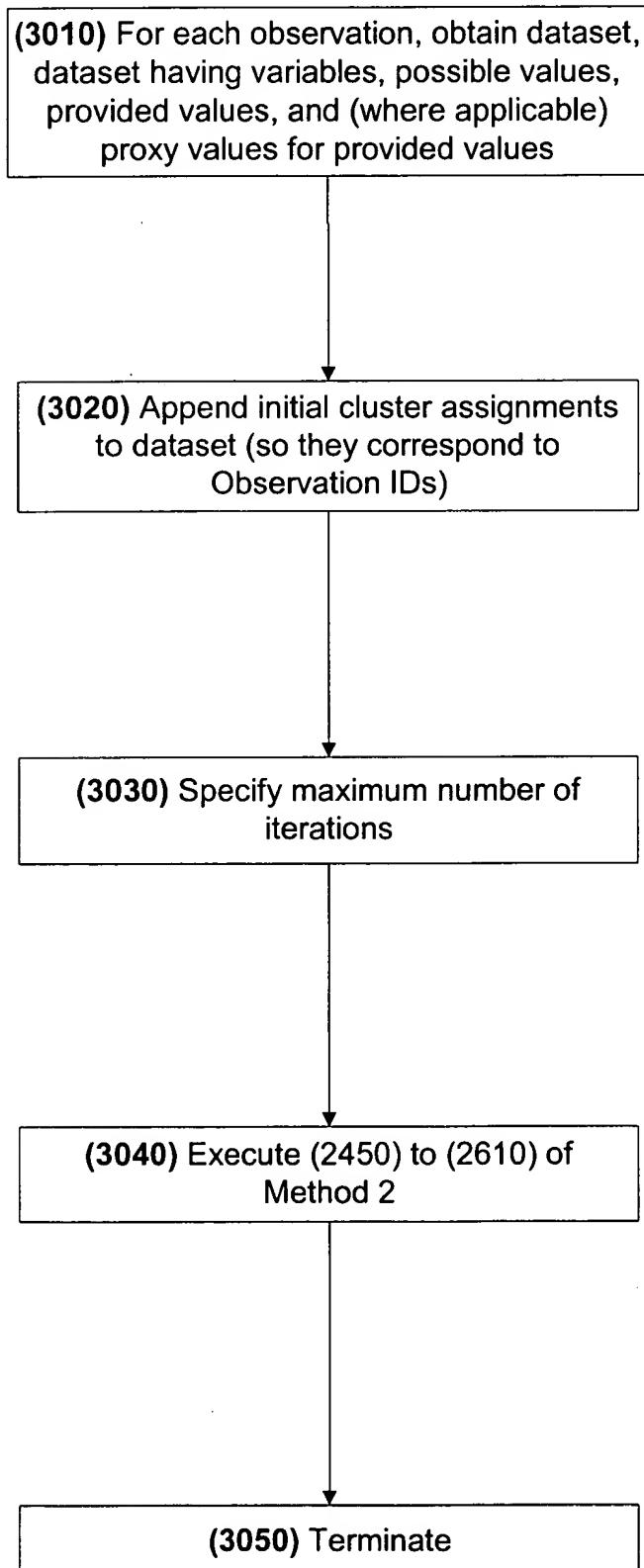


Fig. 2c

Method 3 - Champion/Challenger Clustering Refinement



Method 4 - Composition Analysis

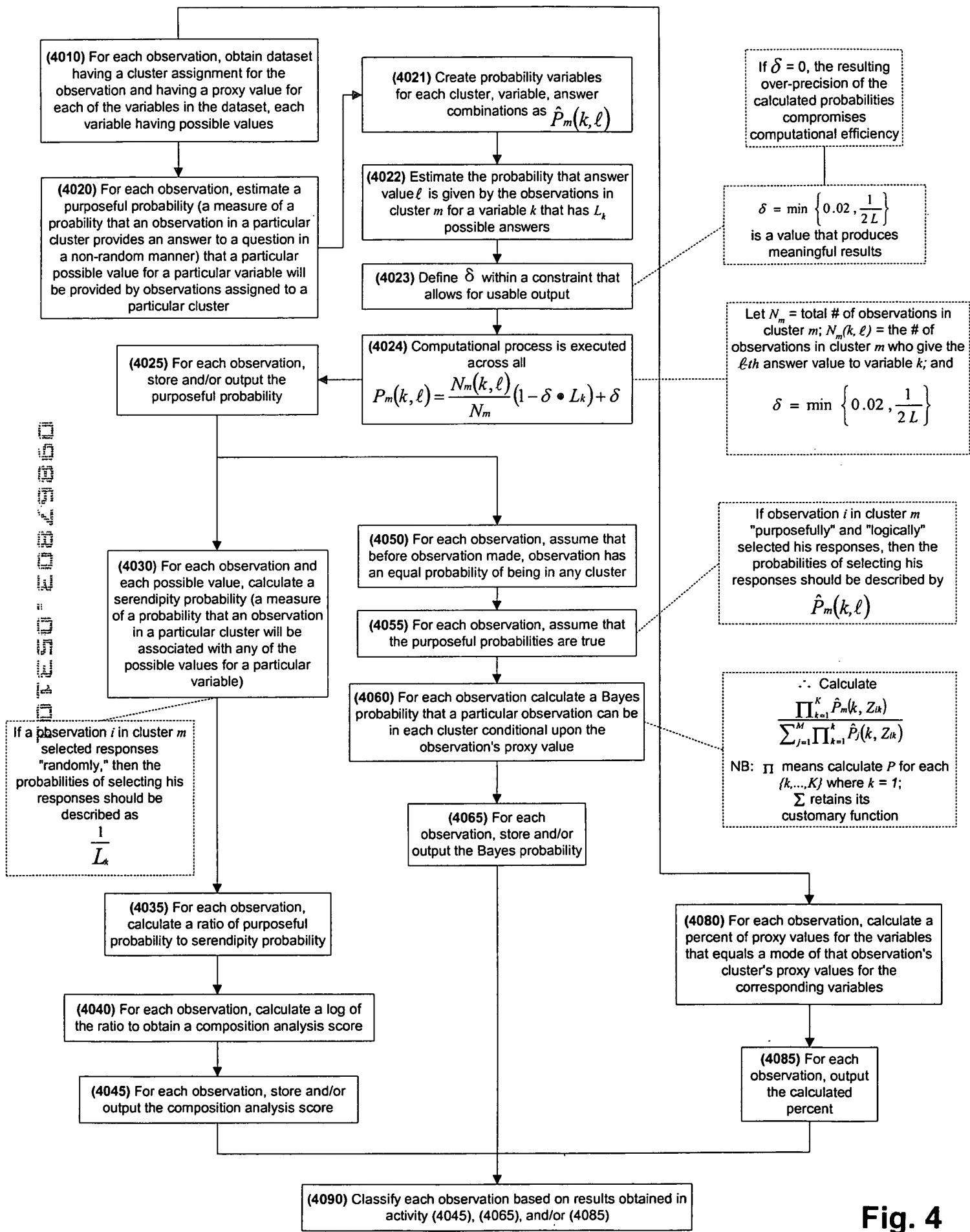


Fig. 4

Method 5 - Segmentation-on-the-Fly

TOPIC 5: DATA SEGMENTATION

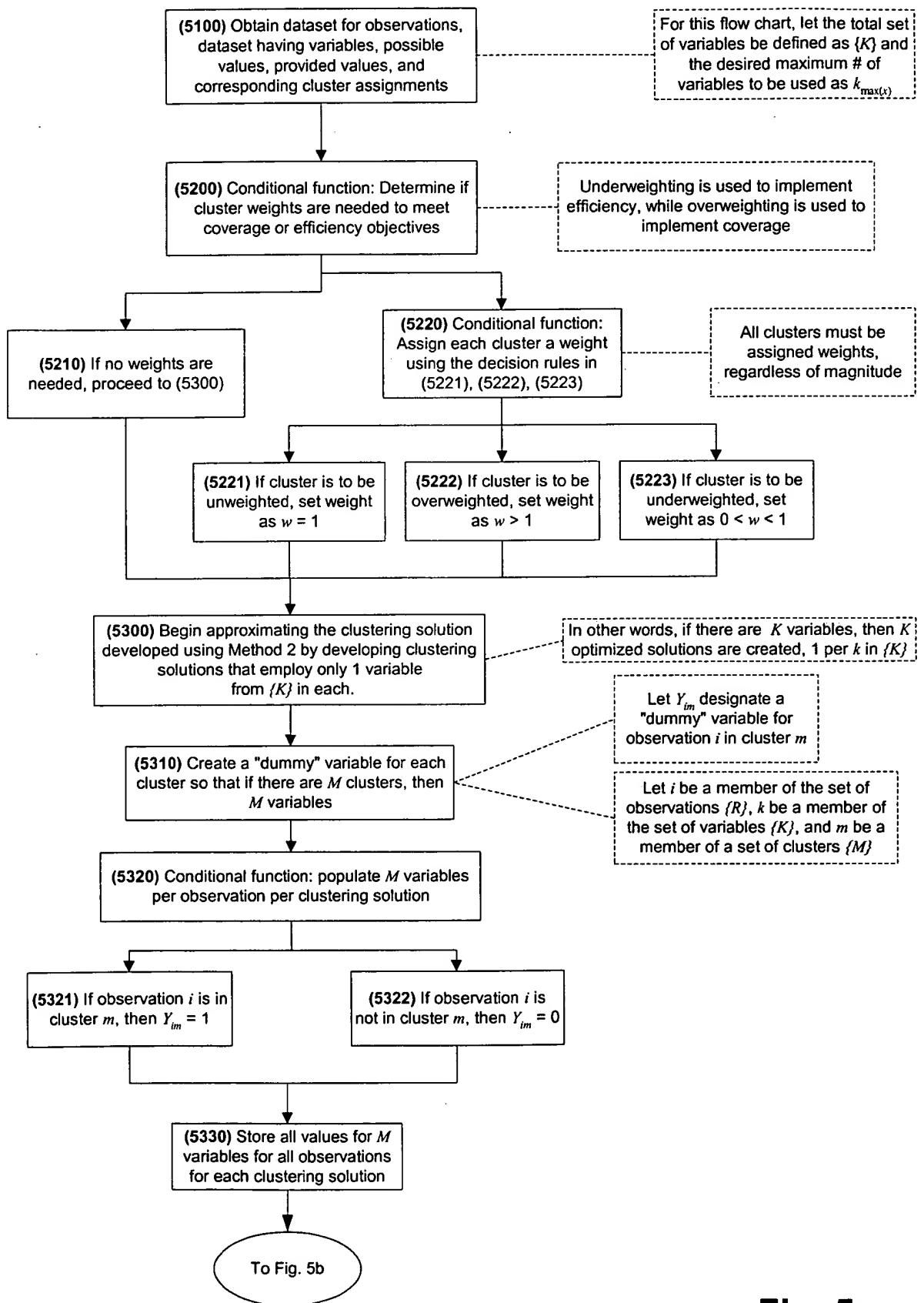


Fig. 5a

Method 5 - Segmentation-on-the-Fly - Continued

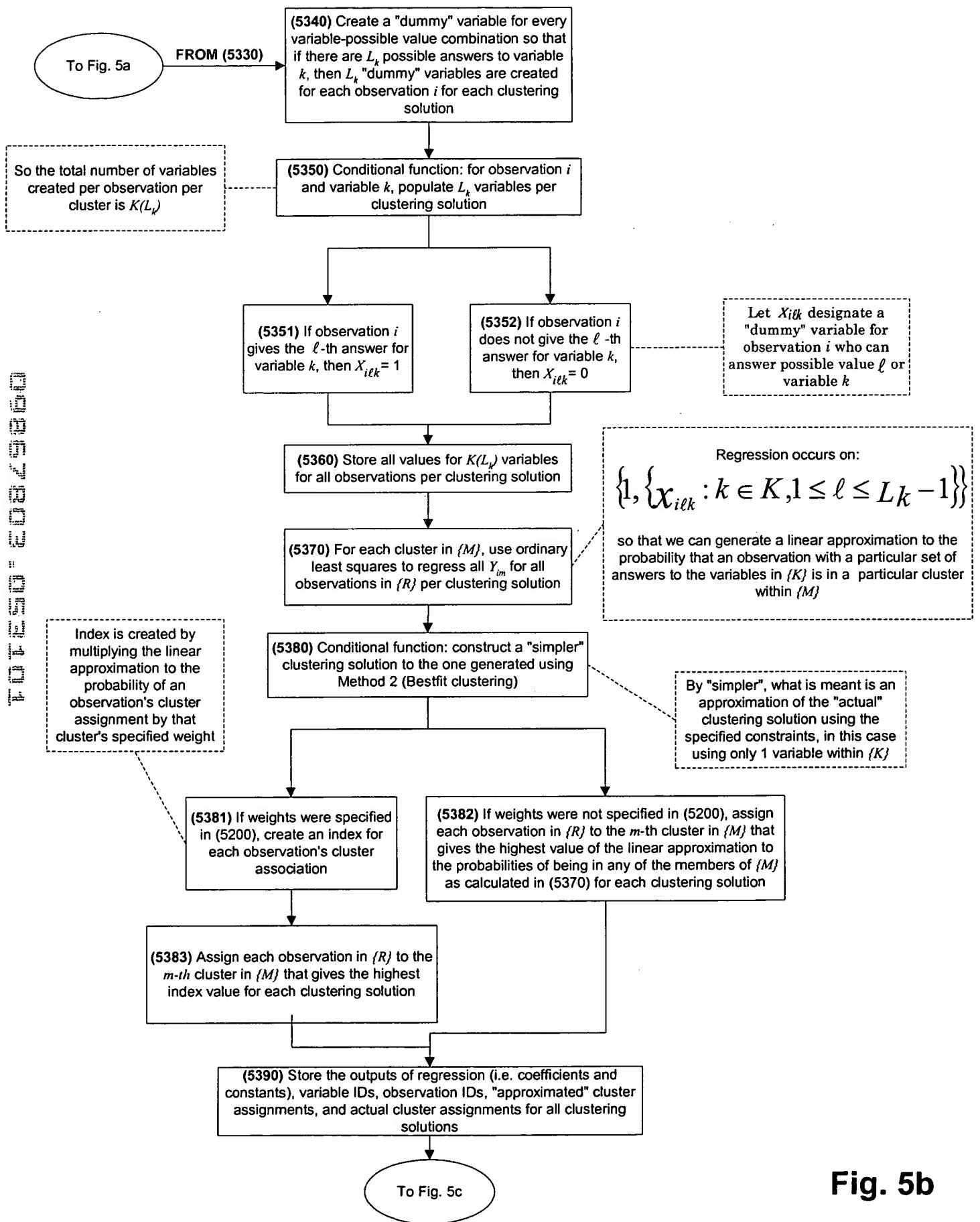


Fig. 5b

Method 5 Segmentation-on-the-Fly - Continued

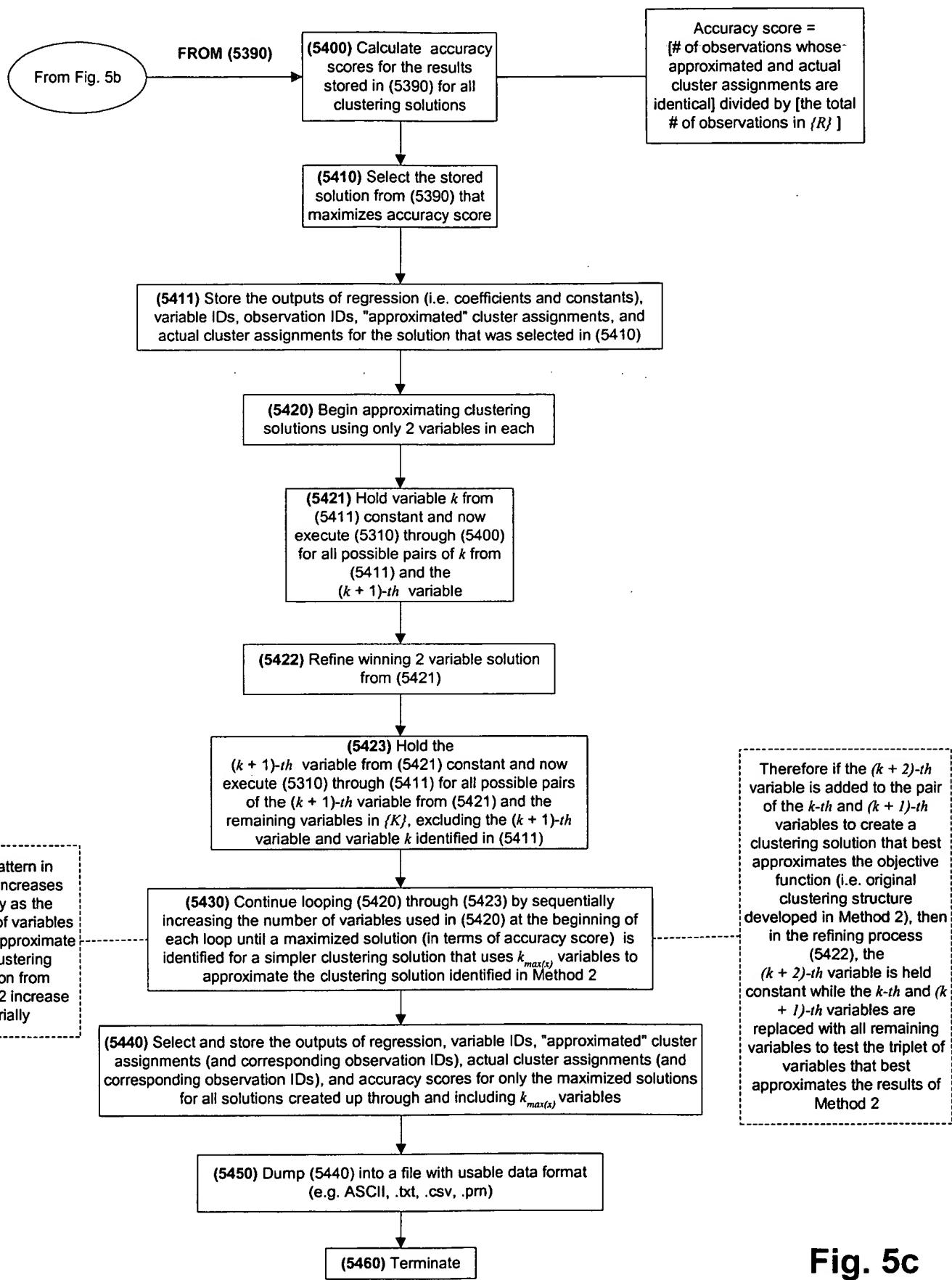


Fig. 5c

Method 6 - Behavioral Segment Scoring

DATE 5/10/2024 3:30 PM

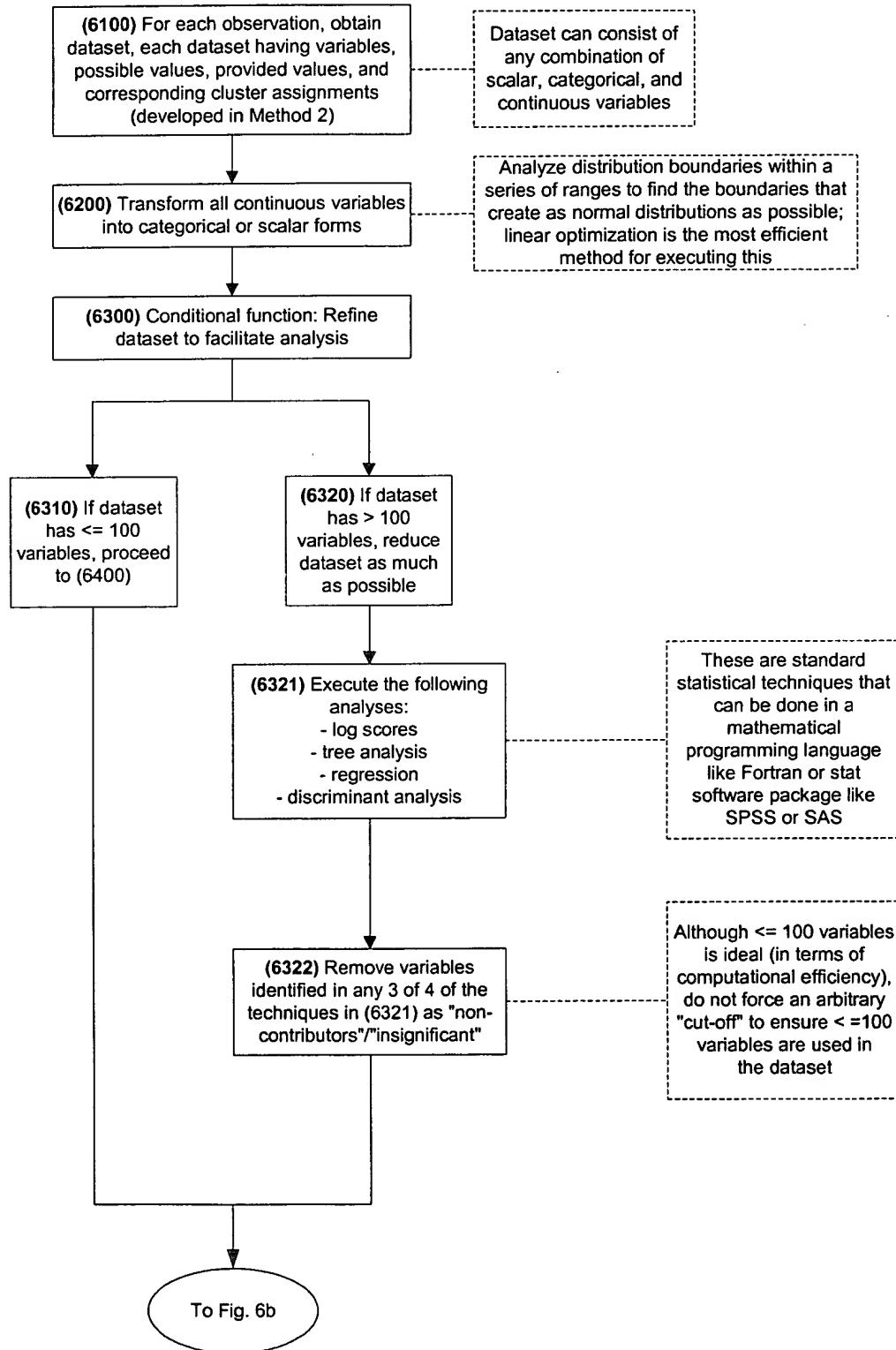


Fig. 6a

Method 6 - Behavioral Segment Scoring - Continued

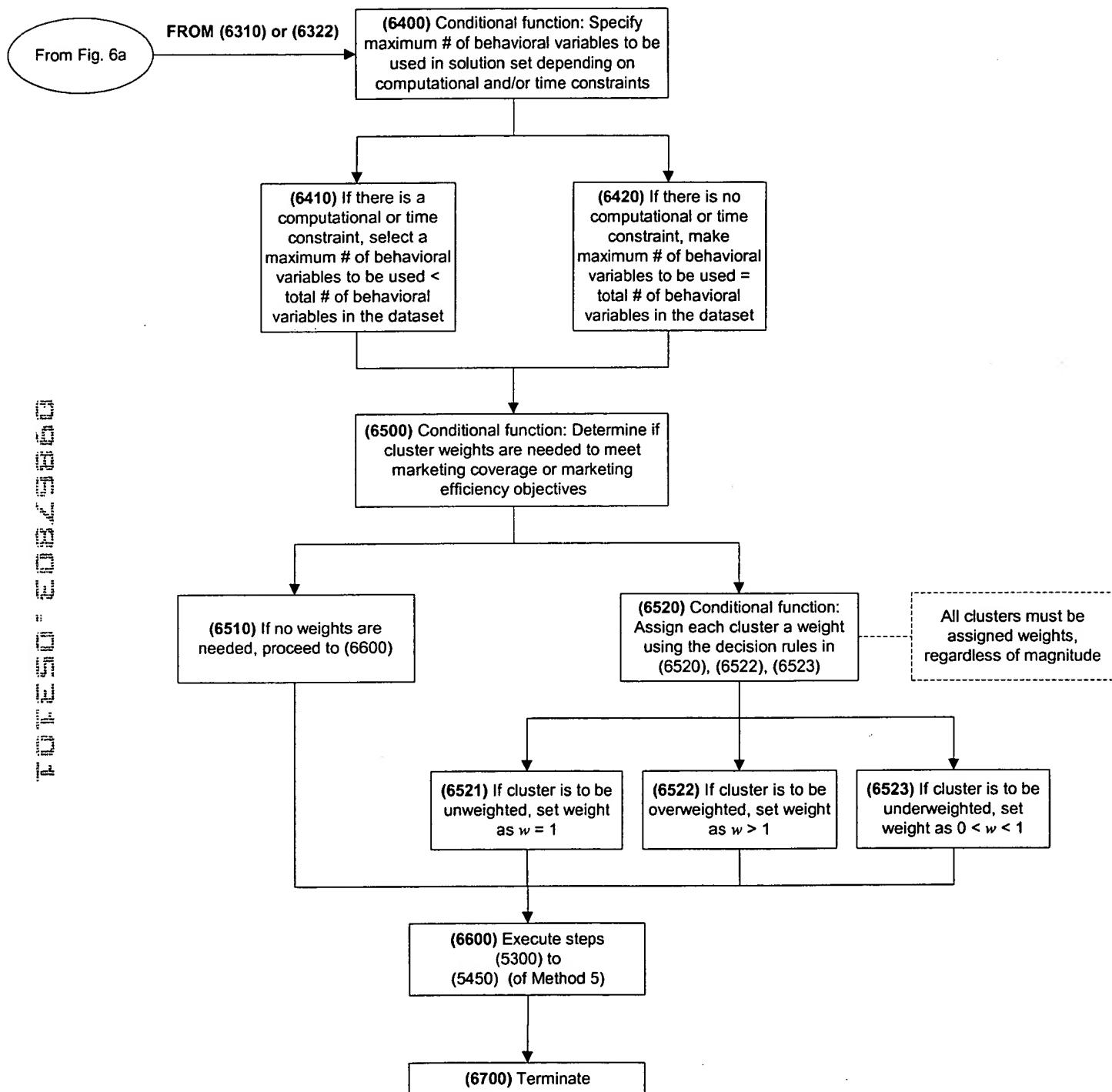


Fig. 6b

Method 7 - Panel Analysis

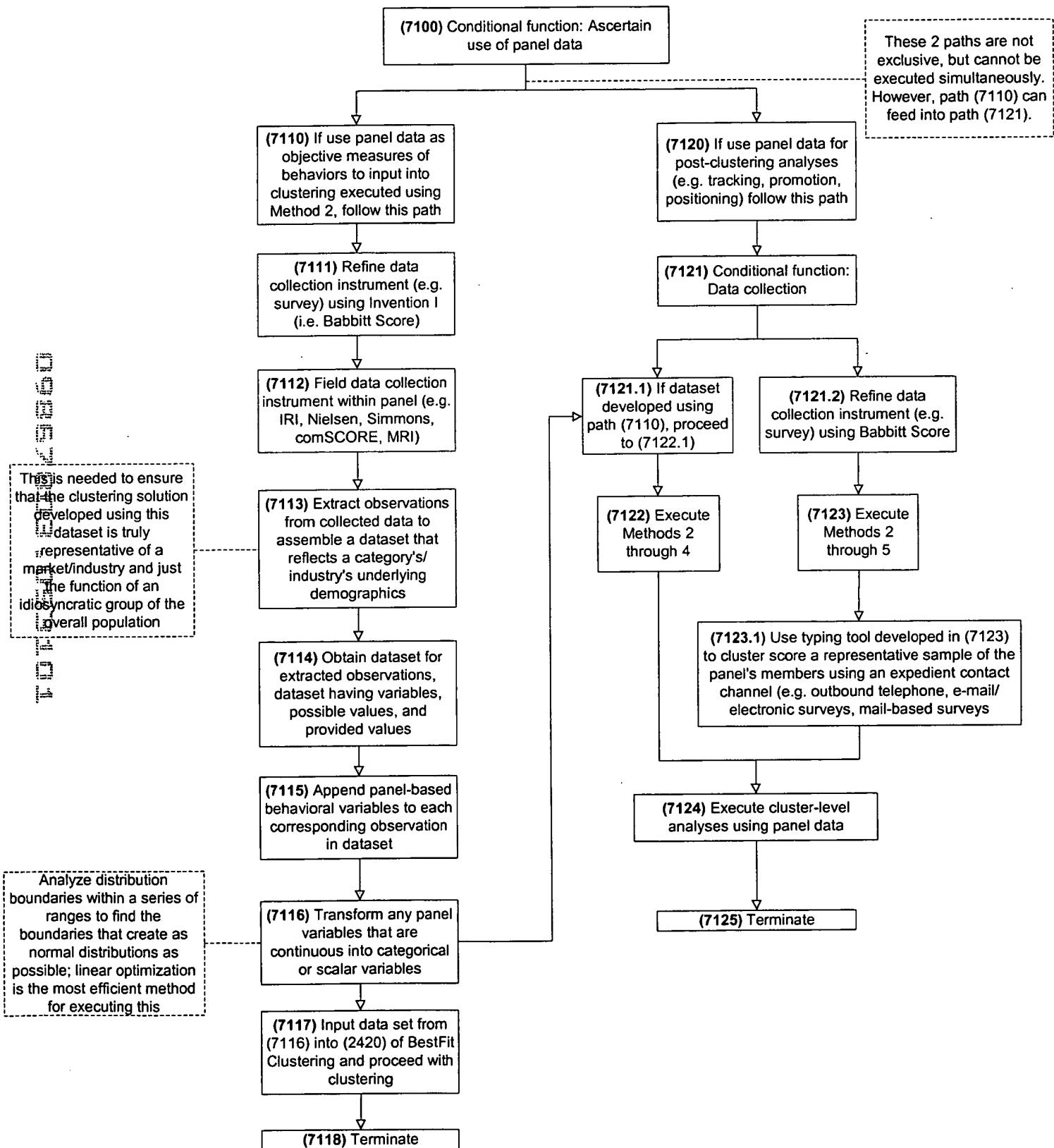


Fig. 7

Method 8 - Overall Segment-Based Marketing Process

TOP SECRET - SOURCE

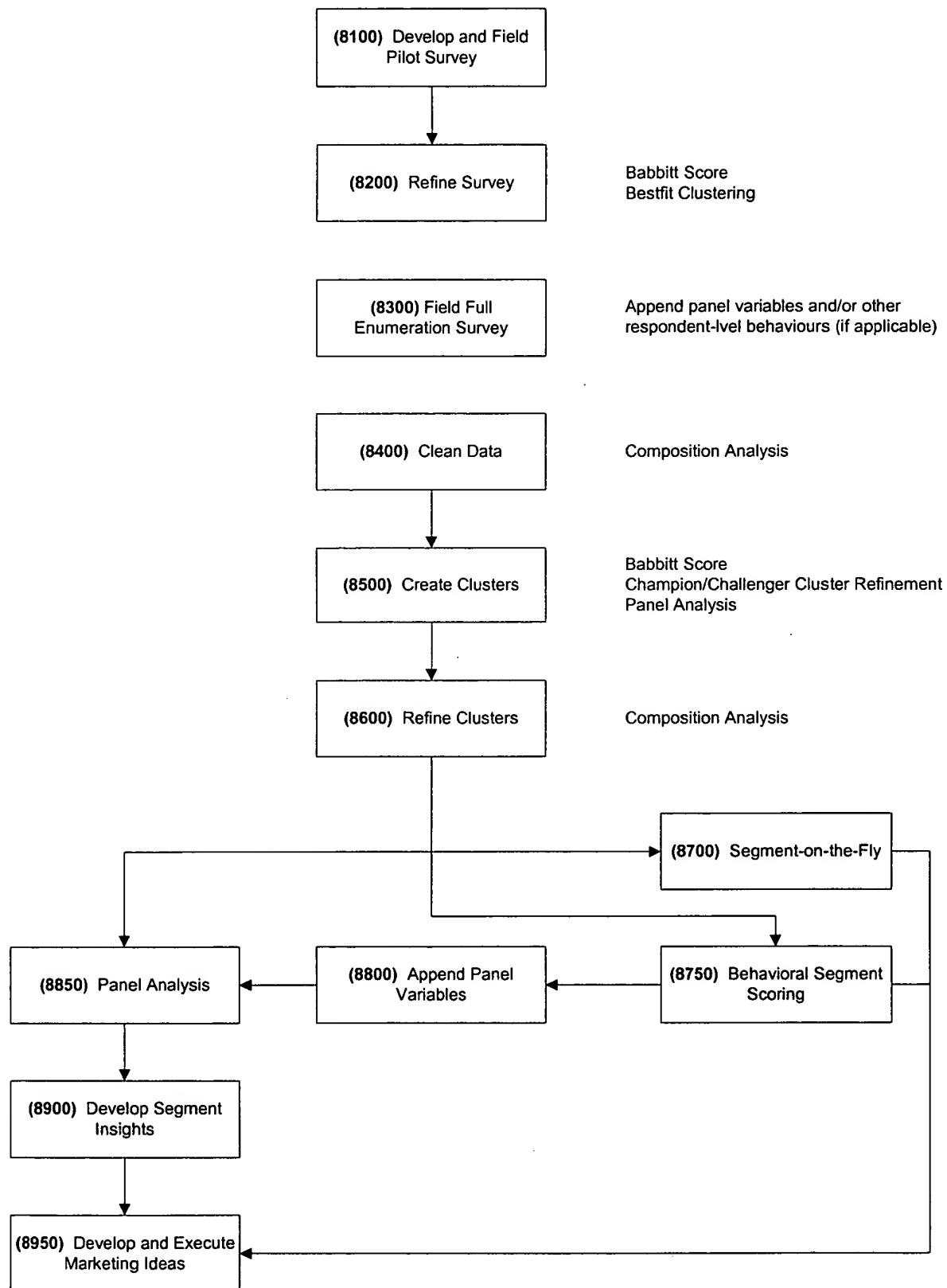


Fig. 8

Information Device 9

TOP SECRET - EDITION 9860

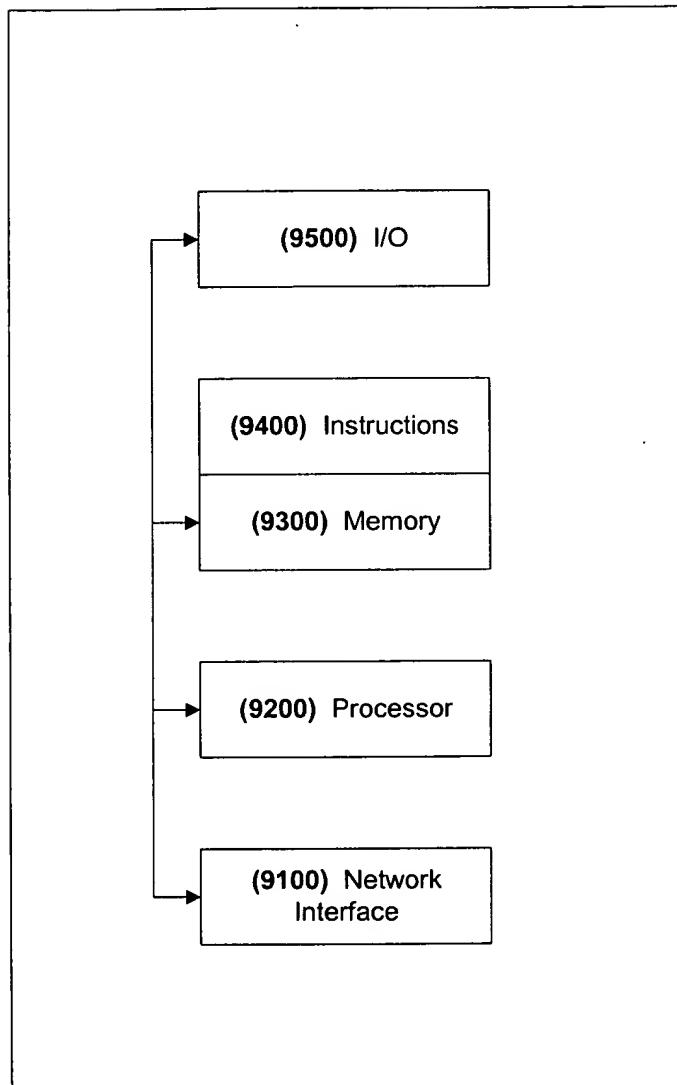


Fig. 9

Method 10 - Fitness Score Calculation

TOP SECRET//COMINT

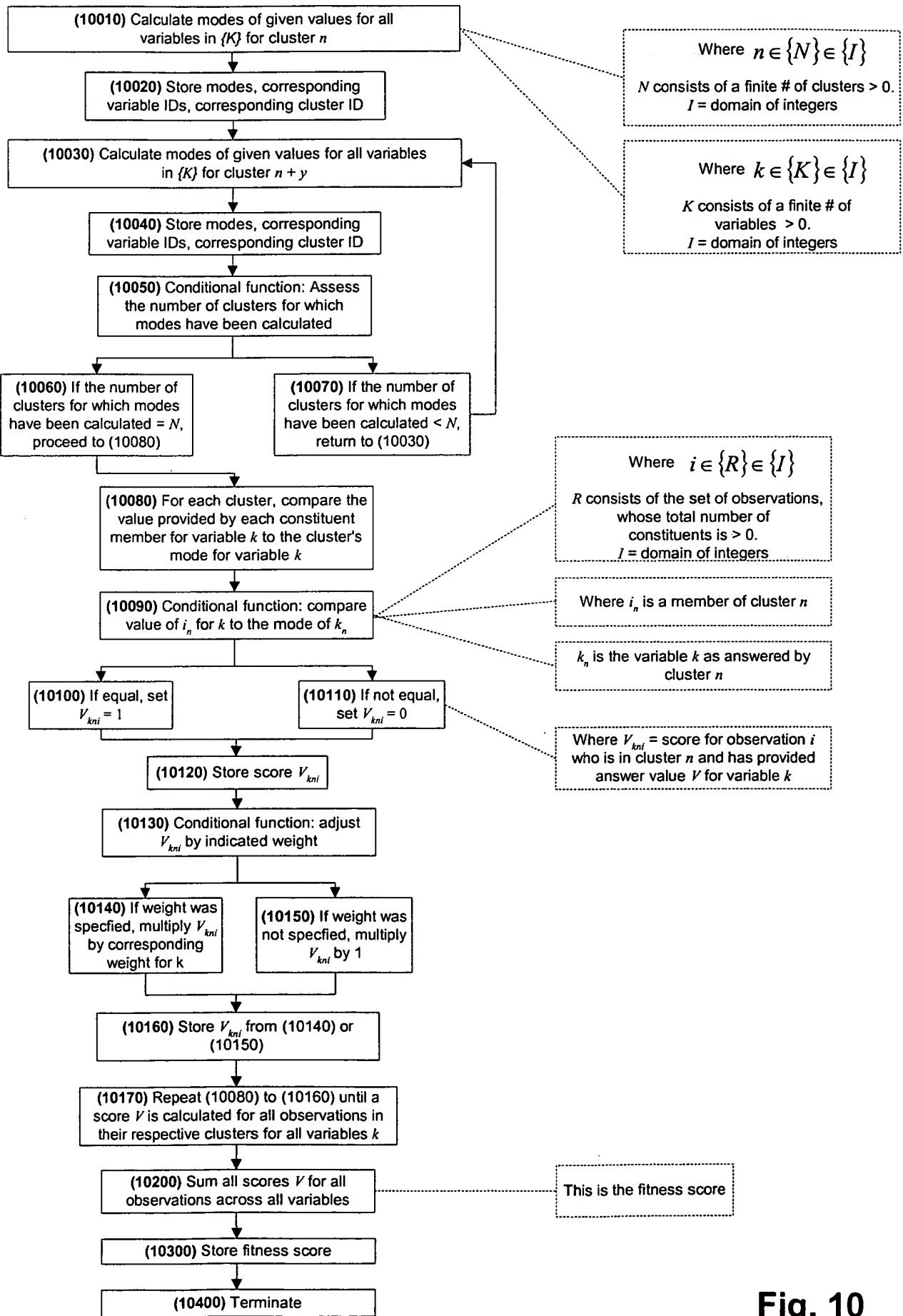
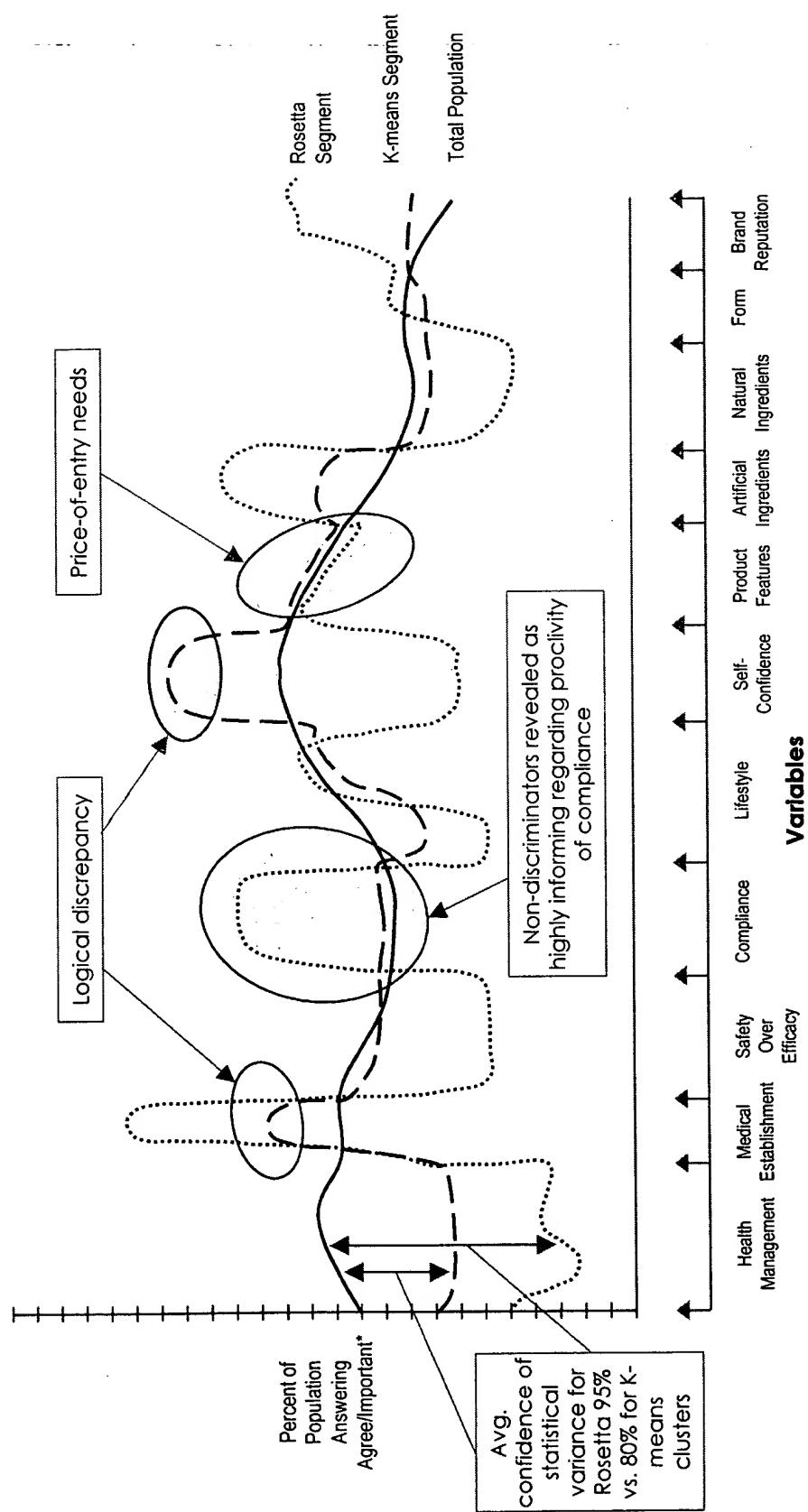


Fig. 10

FIG. 11**Blinded Case Study**

* Responses normalized for similar variables with opposite wording/phrasing.